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Packaging Innovation Award for Flextrus and Billerud

Flextrus Paperlite[®], a unique renewable packaging solution based on Billerud's FibreForm[®], has won a Packaging Innovation Award at Scandinavia's largest packaging exhibition currently taking place in Göteborg, Sweden. The award was made by the Packaging Industry Awards, which supports companies and individuals who have helped the industry make progress over the past year.

The winning packaging concept is based on FibreForm, a specially developed paper that has unique elasticity and combines added barrier and sealing properties. The result is a renewable packaging material that can be thermoformed in existing machines operated by food companies without large investment being necessary. This innovative packaging solution has environmental benefits as well as offering significant product differentiation due to the packaging's unique appearance and feel.

"Every day, consumers bring home tens of thousands of thermoformed plastic trays used to package food. Using FLEXTRUS PAPERLITE[®], based on Billerud's FibreForm[®], the environmental impact is cut considerably," says Per Nyström, CEO of Flextrus.

"Flextrus is an innovative partner for Billerud, offering competence in barriers, forming, sealing and printing using our FibreForm[®] material. Winning this Packaging Innovation Award together is further proof that we have a strong partnership," says Johan Nellbeck, business area manager for Billerud Packaging & Specialty Papers.

FibreForm is FSC-certified and is made from renewable raw materials that also ensure compostable and recyclable packaging. Billerud meets the requirements for traceability certification in accordance with PEFC. Billerud's Swedish mills and Billerud Skog have FSC certification.

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Billerud is a packaging paper company with a business concept to supply customers with innovative and high quality packaging paper. A consistent concentration on attractive market segments and a strong customer focus are cornerstones of Billerud's strategy. Billerud focuses on kraft paper and containerboard and has a world-leading position within several product segments. The company's production units are among the most cost-efficient in Europe for these products.

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